

**POLITENESS STRATEGIES USED BY THE PRESIDENTIAL
CANDIDATES OF INDONESIA IN THE 2014 FINAL
PRESIDENTIAL DEBATE**

THESIS

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ABSTRACT

Nurjanah, Febriana Arum. 2015. **Politeness Strategies Used by the Presidential Candidates of Indonesia in the 2014 Final Presidential Debate**. Study Program of English, Universitas Brawijaya. Supervisor: Muhammad Rozin; Co-supervisor: Emy Sudarwati

Keywords: Politeness, Face Threatening Act (FTA), Politeness Strategy, Debate.

As social creatures, people need to interact with others. Sometimes, people do an action that threaten their interlocutor's face when having communication. Therefore, people should consider the politeness aspects and apply the politeness strategy to minimize the face threat. The writer conducted a study about FTA and politeness strategies occurring in the 2014 final presidential debate. There are two problems of the study that are proposed by the writer: (1) What face is threatened by each presidential and vice presidential candidates in the final debate and (2) What are the types of politeness strategies performed by the presidential and vice presidential candidates in the final debate.

This study used qualitative approach to gather and analyze the data. It was included into document analysis because it analyzed the script and conversations performed by the 2014 Indonesia presidential candidates.

From the result of the analysis, there were 28% of utterances that contain face threatening acts and politeness strategies performed by the presidential candidates of Indonesia. Also it showed that most of the candidate frequently threatened other candidates' negative face and they used positive politeness strategies more often than the other strategies. It indicates that each candidate wanted to still maintain a good relation to each other.

The writer suggests the next researchers to analyze face threatening acts and politeness strategies in other media such as in a live talkshow. They can also analyze debate program using other field of study like Critical Discourse Analysis to know the power and ideology behind a debate.

ABSTRAK

Nurjanah, Febriana Arum. 2015. **Strategi Kesantunan yang Digunakan oleh Calon Presiden Indonesia 2014 pada Debat Presiden Putaran Final**. Program Studi Bahasa Inggris, Universitas Brawijaya. Pembimbing: (I) Muhammad Rozin, (II) Emy Sudarwati.

Kata Kunci: Kesantunan, Tindakan yang Mengancam Reputasi, Strategi Kesantunan, Debat.

Sebagai makhluk sosial, manusia membutuhkan interaksi dengan yang lain. Seringkali, manusia melakukan tindakan yang mengancam reputasi lawan bicaranya ketika mereka sedang berkomunikasi. Oleh sebab itu, manusia sebaiknya memperhatikan aspek kesantunan dan menerapkan strategi kesantunan untuk memperkecil tindakan yang mengancam reputasi tersebut. Penulis melakukan sebuah penelitian tentang tindakan mengancam reputasi dan strategi-strategi kesantunan yang terjadi dalam program debat final calon presiden 2014. Ada dua masalah penelitian yang diajukan oleh penulis: (1) Reputasi apa yang diancam oleh masing-masing calon presiden dan wakil presiden dalam debat terakhir dan (2) Apa jenis strategi kesantunan yang dilakukan oleh calon presiden dan wakil presiden dalam debat terakhir.

Penelitian ini menggunakan pendekatan kualitatif untuk mengumpulkan dan menganalisa data. Studi ini termasuk ke dalam analisa dokumen karena penelitian ini menganalisa naskah dan percakapan dari calon presiden Indonesia 2014.

Dari hasil analisa, terdapat 28% dari tuturan yang termasuk sebagai tindakan yang mengancam reputasi dan strategi kesantunan yang dilakukan oleh para calon presiden Indonesia. Terlihat juga bahwa rata-rata calon presiden lebih sering mengancam reputasi negatif dan menggunakan strategi kesantunan positif lebih banyak daripada strategi yang lain. Ini menunjukkan bahwa setiap calon presiden ingin agar tetap memiliki hubungan baik satu sama lainnya.

Penulis menyarankan kepada peneliti selanjutnya agar menganalisa tindakan mengancam reputasi dan strategi kesantunan yang terdapat di media lain seperti program bincang-bincang yang ditayangkan secara langsung. Mereka juga dapat menganalisa program debat menggunakan bidang kajian yang lain seperti Analisa Wacana Kritis untuk mengungkap kekuasaan dan ideologi di balik sebuah debat.

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